

Station	WPGH-TV PITTSBURGH, PA	Agency	( ) LUC MEDIA	Rep Firm	
Advertiser	( ) POLITICAL		25 WHITLOCK PLACE SW, 2ND FL	Sales Office	( ) WASHINGTON
Product	MARK CRITZ FOR CONGR		MARIETTA, GA 30064	Salesperson	( ) KATHRYN SARDINSKY
Estimate#	2428	Agency C/P1/P2/E	//2428		
Buyer	AMY MILLS	Flight Dates	09/17/2012 - 09/23/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.3 9/4

SEE LNS 1-10 FOR RATE REV'S

SEE LN 11 FOR CXL

PREVTT=7855 - REVTT=6460 - TOTAL CXL=1395

V5 9/25 SEE ALL LINES FOR LUR REVISIONS PER STATION

ORIGINAL TOTAL \$6460

LUR REBATES: \$2280

REVISED TOTAL \$4180

\*\*AGENCY REQUESTS TO HOLD CREDIT

PLS CF - THANKS - KAT

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**Last Received:** 09/25/2012 10:41 PM  
**Showing Buylines:** All Lines

<b>Station</b>	WPGH-TV PITTSBURGH, PA
<b>Advertiser</b>	( ) POLITICAL
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--- CONTRACT COMMENT ---

CRITZ FOR CD-12 NEEDS 20 MIN SEP \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/17-09/17	10P-1030P	10P NEWS	:30	\$400.00	M	1	1	1	\$400.00
	Buyline Comment: REVISED TO LUR									
2	09/19-09/19	10P-1030P	10P NEWS	:30	\$400.00	W	1	1	1	\$400.00
	Buyline Comment: REVISED TO LUR									
3	09/18-09/18	6P-630P	BIG BANG THEORY	:30	\$300.00	TU	1	1	1	\$300.00
	Buyline Comment: REVISEED TO LUR									
4	09/20-09/20	6P-630P	BIG BANG THEORY	:30	\$300.00	TH	1	1	1	\$300.00
	Buyline Comment: REVISED TO LUR									
5	09/19-09/19	630P-7P	TWO & A HALF MEN	:30	\$300.00	W	1	1	1	\$300.00
	Buyline Comment: REVISED TO LUR									
6	09/21-09/21	630P-7P	TWO & A HALF MEN	:30	\$300.00	F	1	1	1	\$300.00
	Buyline Comment: REVISED TO LUR									
7	09/18-09/18	7P-730P	BIG BANG THEORY	:30	\$550.00	TU	1	1	1	\$550.00
	Buyline Comment: REVISED TO LU									
8	09/20-09/20	7P-730P	BIG BANG THEORY	:30	\$550.00	TH	1	1	1	\$550.00
	Buyline Comment: REVISED TO LUR									

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9	09/17-09/17	730P-8P	TWO & A HALF MEN	:30	\$450.00	M	1	1	1	\$450.00
	Buyline Comment: REVISED TO LUR									
10	09/21-09/21	730P-8P	TWO & A HALF MEN	:30	\$450.00	F	1	1	1	\$450.00
	Buyline Comment: REVISED TO LUR									
11	09/22-09/22	730P-8P	TWO & A HALF MEN	:30	\$295.00	SA	0	0	0	\$0.00
12	09/18-09/18	1P-2P	DIVORCE COURT	:30	\$50.00	TU	1	1	1	\$50.00
	Buyline Comment: REVISED TO LUR									
13	09/20-09/20	1P-2P	DIVORCE COURT	:30	\$50.00	TH	1	1	1	\$50.00
	Buyline Comment: REVISED TO LUR									
14	09/17-09/17	2P-3P	JUDGE JOE BROWN	:30	\$40.00	M	1	1	1	\$40.00
	Buyline Comment: REVISED TO LUR									
15	09/21-09/21	2P-3P	JUDGE JOE BROWN	:30	\$40.00	F	1	1	1	\$40.00
	Buyline Comment: REVISED TO LUR									

---REPORT TOTALS---

Report Totals: 14 / \$4,180.00

---SALES MONTHLY TOTALS---

Sep 12: 14 / \$4,180.00

Sales Totals: 14 / \$4,180.00

Station Totals: 14 / \$4,180.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$69,667	CABL	0%	KDKA	32%	UNKN	0%	WPCW	2%	WPGH	6%
		WPMY	0%	WPXI	35%	WTAE	25%				

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---COMPETITIVE COMMENTS---

WPGH =	9195
WTAE =	37675
WPXI =	53785
KDKA =	49270
WPCW =	2240
TTL =	152165

Books	null
Demos	RA35+